



Marine Corps League

National Convention 2019
National Commandant / CEO



Marine Corps League



Preserving Traditions ...

Providing Fraternity of Marines...

Promoting the Future of the League

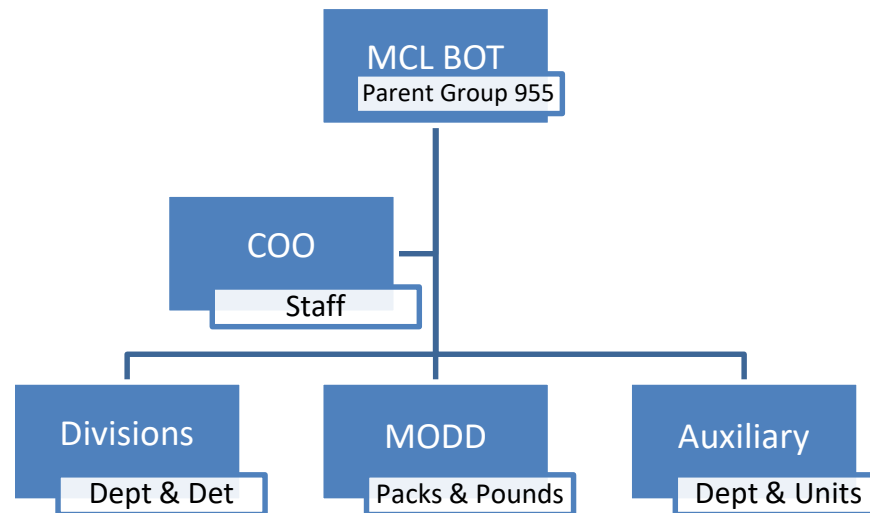


Organization

- National/Departments/Detachment
- MODD/Auxiliary

Minimum Requirements

1. Federal IRS
 - a. Registered 501c4
 - b. Family 0955
 - c. Deductibility of 1
 - d. FY (1 Jul – 30 Jun)
2. Registered in State of operation



1. Parent Organization
2. Entities financial structure allowed to operate under the Parent Organization
3. Everyone has a checking account and files 990's

W-Cube Observations



- Strengths

- Characteristics of the business or project that give it an advantage over others.
 - Core Organization is solid and has some positive things going for it.
 - No other Marine VSO has outreach to it members
 - Network (Local Organization, State, National)
 - Helping each other and their families
 - The Marine ethos - [Honor](#), [Courage](#), and [Commitment](#)

W-Cube Observations



- Weaknesses:

- Characteristics of the business that place the business or project at a disadvantage relative to others.

- Organization does not have a common goal
- Organization does not have goal of growth
- Organization thinks the world revolves around them

W-Cube Observations



- Opportunities

- Elements in the environment that the business or project could exploit to its advantage.

- M4L & MCL adopts a professional training program for PME for active duty Marines. (Conventions/Midwinter/Marine Bases)
 - Expo's reformation (USMC/MCA&F/MCL)
 - Local seminars and symposiums for Marines & Families

W-Cube Observations



- Threats

- Elements in the environment that could cause trouble for the business or project.
 - Decline in membership
 - Decline in outreach
 - Decline in financial stability

Fiduciary responsibilities



- A new Fiduciary Board
 - Trust relationships between trustee and beneficiary
 - This board develops the financial plan for today and tomorrow and future
 - Review of memberships, dues, allocations and planning is not for the amateur
 - Financial planning is done from the top down and submitted as a Financial Plan
- Ad hoc financial bylaws should never be allowed.



Fiduciary Pitfalls

- Commandant/Paymaster is same person
- Paymaster creates and signs checks
- Audit committee can't spell reconciliation
- Budget
 - Address credits and debts
 - Donation plan for expenditures
 - Vote on budget increases and decreases
 - Minutes and budget reflect authorized changes

Membership



- Growth – Memberships must increase to take care of deaths, nonrenewal
- We are adding new Detachments
- BUT we have Detachments who are decaying
- Military VSO are slowly disappearing
 - Fourth Marine Division
 - Second Marine Division
 - Many smaller Marine organizations



Membership Goals

- We need a 100,000 members now
 - Goal of 250,000 members
- Paying dues (must pay for membership overhead)
- Reduce life memberships ratios
- Corporate memberships
 - Need 25 good corporations
 - Need 25 good non-profit partners

Priority Programs



- Midwinter and talking points
 - Transitioning Marines – MCCS/Marines & Family /Marine for Life Network
 - Suicide Prevention - HQMC
 - Legislative Support and Initiatives – OLA
 - Funeral Honors - MarForRes
 - Toys for Tots - MarForRes
 - ...

Top Two Priorities Today



- Marine For Life Program
 - Transitioning Marines – MCCS/Marines & Family /Marine for Life Network
 - Opens doors for support structures for many Marine Family unit and develops the Network
 - Result is New Members

Top Two Priorities



- Suicide Prevention
 - New initiatives put in place and rate goes up
 - We do not have the right diagnosis...
 - VA
 - Non-Profit
 - Clinics
 - Families
 - We need selected professional people who have done the right diagnosis willing to question their peers
 - ... ?????

Today



- We have removed large parts of the Mammoth
 - Changed impediments to accomplishing a leaner more productive organization
 - Identified areas that need more dissecting...
 - The organization today is much better
 - No not everything is perfect
 - Continuous improvement is require w/o destroying what we have accomplished.
 - Leadership has a oath to lead the organization
 - Membership has oath to elect the right leadership

Tomorrow



- Did not get everything done on my bucket list that needs to be done
- Passing the Baton to carry us forward.
- Tomorrows leadership needs to be skilled in business and have heart for the membership and families
- Leaders are mentored, trained, gaining experience in analysis, forensic data gathering and an open mind to create solutions for the GOOD of the organization.

Thank you



- I thank the Body and the BOT for their support in 2017-2019
- It has been a privilege to serve you and lead to a better organization
- You will elect your new leadership this Friday to keep the organization moving forward

Questions?



Semper Fidelis

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